

24/48 HOUR NOTICE OF INDEPENDENT EXPENDITURES

(SCHEDULE E)

PAGE 1 OF 2
FOR SE OF FORM 24/48

| | | | |
|--|--|---|--|
| NAME OF COMMITTEE (In Full) American Crossroads | | FEC IDENTIFICATION NUMBER ▼ C C00487363 | |
| Check If <input checked="" type="checkbox"/> 24-hour report <input type="checkbox"/> 48-hour report <input type="checkbox"/> New report <input checked="" type="checkbox"/> Amends report filed on | | <div style="display: flex; justify-content: space-around;"> <div><small>M M</small> 10</div> <div><small>D D</small> 30</div> <div><small>Y Y Y Y Y Y</small> 2012</div> </div> | |

| | | | |
|---|-------------------|---|------------------------|
| Full Name (Last, First, Middle Initial) of Payee CROSSROADS MEDIA LLC | | Date <div style="display: flex; justify-content: space-around;"><div><small>M M</small> 10</div><div><small>D D</small> 30</div><div><small>Y Y Y Y Y Y</small> 2012</div></div> | |
| Reallocation of portion of buy as of 11/2 from Oppose Obama to | | | |
| Mailing Address 66 CANAL CENTER PLAZA STE 555 | | Amount <div style="border: 1px solid black; padding: 2px;">9806703.95</div> | |
| City ALEXANDRIA | State VA | Zip Code 22314 | Transaction ID : E.001 |
| Purpose of Expenditure TV / MEDIA PLACEMENT | Category/ Type | Office Sought: <input type="checkbox"/> House <input type="checkbox"/> Senate <input checked="" type="checkbox"/> President | State: District: |
| Name of Federal Candidate Supported or Opposed by Expenditure: BARACK OBAMA | | Check One: <input type="checkbox"/> Support <input checked="" type="checkbox"/> Oppose | |
| Calendar Year-To-Date Per Election for Office Sought <div style="border: 1px solid black; padding: 2px;">78739907.27</div> | | Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General <input type="checkbox"/> Other (specify) ▶ | |

| | | | |
|---|-------------------|---|------------------------|
| Full Name (Last, First, Middle Initial) of Payee UPGRADE FILMS | | Date <div style="display: flex; justify-content: space-around;"><div><small>M M</small> 10</div><div><small>D D</small> 30</div><div><small>Y Y Y Y Y Y</small> 2012</div></div> | |
| Mailing Address 3299 K ST NW, STE 200 | | Amount <div style="border: 1px solid black; padding: 2px;">41230.27</div> | |
| City WASHINGTON | State DC | Zip Code 20007 | Transaction ID : E.002 |
| Purpose of Expenditure TV / MEDIA PRODUCTION | Category/ Type | Office Sought: <input type="checkbox"/> House <input type="checkbox"/> Senate <input checked="" type="checkbox"/> President | State: District: |
| Name of Federal Candidate Supported or Opposed by Expenditure: BARACK OBAMA | | Check One: <input type="checkbox"/> Support <input checked="" type="checkbox"/> Oppose | |
| Calendar Year-To-Date Per Election for Office Sought <div style="border: 1px solid black; padding: 2px;">78739907.27</div> | | Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General <input type="checkbox"/> Other (specify) ▶ | |

| | |
|--|------------|
| (a) SUBTOTAL of Itemized Independent Expenditures.....▶ | 9847934.22 |
| (b) SUBTOTAL of Unitemized Independent Expenditures▶ | |
| (c) TOTAL Independent Expenditures.....▶ | |

Under penalty of perjury I certify that the independent expenditures reported herein were not made in cooperation, consultation, or concert with, or at the request or suggestion of, any candidate or authorized committee or agent of either, or (if the reporting entity is not a political party committee) any political party committee or its agent.

Caleb Crosby

[Electronically Filed]

Date

Signature

M M
10

D D
30

Y Y Y Y Y Y
2012